



## Breakout Sessions

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*Conference breakout sessions will be delivered virtually in a variety of formats including scheduled sessions that are live and pre-recorded, along with on demand pre-recorded and poster sessions.*

Access breakout sessions through the conference platform at <https://secured.societyhq.com/neta/2021/>

### Pre-Conference Breakout Session

**January 21, 2021 | 2:30pm to 4:00pm ET**

#### **NETA PEER LEARNING COMMUNITY MEET-UP**

Join your colleagues on the NETA Peer Learning Community Executive Committees for a pre-conference meet-up. Participants will meet the executive committee members in Content, Education, Engagement, and Marketing & Communications, then breakout into smaller groups. More details coming soon!

The NETA Peer Learning Communities connect NETA members and provide a space to share best practices, develop professional support networks, and identify high-impact projects that members could jointly pursue. NETA's PLCs focus on Content, Education, Engagement, and Marketing and Communications.

**All conference attendees are welcome to participate in the NETA PLC Meet-up.**

#### **Presenters:**

\*MiChelle Jones, Nashville Public Television, NETA Marketing & Communications Peer Learning Community Chair

\*Dorothy McGrath, Milwaukee PBS, NETA Content Peer Learning Community Chair

\*Betsy Peisach, Maryland Public Television, NETA Education Peer Learning Community Chair

\*Kristen Penczek, Maryland Public Television, NETA Community Engagement Peer Learning Community Chair

\*Rachel Morrison Parsons, Sr. Director, Education Strategy, NETA

**Track:** Pre-Conference

**Focus Area(s):** Content, Engagement, Education, Marketing & Communication

**Format:** Pre-Conference

# Breakout Sessions

**Tuesday, January 26, 2021, 2:00pm to 3:00pm ET**

Access breakout session through the conference platform at <https://secured.societyhq.com/neta/2021/>

## **Developing an Equity Framework for Media Production and Education**

It has never been more important to center diversity, equity, inclusion, and racial justice in all our work! With Hero Elementary, we built in these principles from the start. In this session, we will share the process that we used to develop our Transformative Transmedia Framework that focused on integrating diversity, equity, and inclusion into all aspects of our work. We will show how this framework helped us develop meaningful content and learning experiences that make a positive difference for our audience. We will walk participants through the process and help them envision ways to use this process to infuse equity in their own work. There are no shortcuts to high-quality, equity-focused media development; it takes commitment and willingness to work in depth. We look forward to sharing our process and experiences – and the resulting Framework – with our NETA colleagues.

### **Key Takeaways:**

- \*Learn about the process that Hero Elementary used to develop the Transformative Transmedia Framework for Early STEM Learners.
- \*Gain insight into ways to leverage the process for their own content development needs.
- \*Understand how transmedia – video, digital, and hands-on – content and learning experiences can be made transformative.
- \*Explore guiding principles for diversity, equity, and inclusion in educational media.
- \*Consider their own driving equity questions and resources needed to realize diversity, equity, and inclusion in their own initiatives.
- \*Take home a handout with tips for developing and implementing an equity framework.

### **Presenters:**

- \*Beth Daniels, Senior STEM Content and Education Manager, TPT - Twin Cities PBS
- \*Roni Ellington, Ph.D., Associate Professor, Mathematics Education, Morgan State University
- \*Felicia Orozco, Educational Content Specialist, TPT - Twin Cities PBS
- \*Carol-Lynn Parente, Executive Producer, TPT - Twin Cities PBS

**Track:** Early Learning

**Focus Area(s):** Content, Education

## **Producing Stories That Address Race, Equity, and Inclusion**

The events of the past year have further illustrated the need to produce and distribute stories that focus on race, equity, and inclusion. Public media can give voice to the unheard and provide the platform for greater understanding. Producers & filmmakers from three NETA distributed documentaries will discuss their approaches and lead a conversation on how we all can collaborate with our communities to ensure their stories are heard.

### **Presenters:**

TBA

**Track:** Programming

**Focus Area(s):** Content

## **Tweens and Teens: Public Media's Missing Audience**

While most young kids watch PBS, they tend to leave public media behind in their tween and teen years. But youth still need engaging and educational content as they form their identities, opinions, and sense of purpose. With its mission to inform and educate, public media must envision a future in which young people are equipped with the knowledge and skills to build the world they want to live in. Researchers from the Joan Ganz Cooney Center at Sesame Workshop will share findings from our latest research on tweens and teens, their media habits, and ideas and opportunities for public media to serve this "missing middle" audience. Questions we're exploring include: How does adolescent development intersect with current youth media practices? How do youth relate to media in varying socioeconomic and cultural contexts? What motivates young people to engage with the media they choose, and how do those behaviors change as they age? What messages about youth are being transmitted by media?

### **Key Takeaways:**

Attendees will learn about the landscape of youth media practices based on our research, including emerging opportunities for public media to reach young audiences. We will also highlight some of the innovative projects of public media organizations to create media by, with, and for tween and teen audiences.

Topics will include:

- \*The influence of video, including the popularity of how-to videos that can respond to and support tweens' and teens' information-seeking behaviors
- \*Multiple digital divides including differences in frequency, privacy, speed of access, and devices used/shared; differences in representation and media literacy
- \*Incidental news that youth consume in ways that dissolve traditional boundaries, e.g., via small chunks of news from multiple sources, including non-journalism sources of news
- \*Goals beyond entertainment that drive choice of media or platform as a means to accomplish social, cultural, and political goals, including communication, learning, and seeking information

### **Presenters:**

- \*Monica Bulger, Senior Fellow, Joan Ganz Cooney Center at Sesame Workshop
- \*Mary Madden, Senior Fellow, Joan Ganz Cooney Center at Sesame Workshop
- \*Michael Preston, Executive Director, Joan Ganz Cooney Center at Sesame Workshop
- \*Rafi Santo, Senior Fellow, Joan Ganz Cooney Center at Sesame Workshop

**Track:** Youth Voice

**Focus Area(s):** Education

## **Zooming Through Events – Going Virtual (In Two Weeks or Less)**

During this session, Nine PBS in St. Louis will explain our effective pivot from in person events to virtual in April and May of 2020 all while keeping our sights focused on the needs of the community. The session will highlight how to identify and align with community needs, internal planning processes, external communication, marketing plans and post-event survey results. One key takeaway – our attendees enjoy virtual events and for many, this is their first-time interfacing with Nine PBS. For many events, we have seen a 50% plus conversion rate from RSVP to attending. While the strategy might have been developed out of necessity, Nine has found that these events provide a vital service to our region. Learn how to implement these learnings in a hands-on, easy to follow way.

### **Key Takeaways:**

- \*How to create a virtual events calendar and strategy that both meets the needs of the community and aligns with the targeted outcomes of the station.

\*How to create effective communication plans that help attendees learn new systems, find value in the events and use the information shared to become change agents in their community.

\*How to survey attendees and use data to shape future events and align work with the station's strategic plans.

**Presenters:**

\*Caroline Campana, Director of Impact Projects, Nine PBS

\*Angie Carr, Vice President of Impact/ Chief Impact Officer, Nine PBS

**Track:** Audience Insights & Engagement

**Focus Area(s):** Marketing & Communications, Engagement

## Conference Breakout Sessions

**Wednesday, January 27, 2021, 2:15pm to 3:00pm ET**

Access breakout session through the conference platform at <https://secured.societyhq.com/neta/2021/>

### **BIPOC Youth Well Being: Engaging Your Community in Support of Mental Health**

Youth face mental health challenges that are often more stressful than those faced by adults: 1 in 5 teens experience a mental health disorder each year and rates are increasing; half of mental health conditions emerge by age 14; suicide is the 2nd leading cause of death for people ages 10-24 and the leading cause for teen girls. For youth in BIPOC (Black, Indigenous, People of Color) communities, statistics are sobering. According to the Congressional Black Caucus, suicide among Black youth is rising faster than any other racial/ethnic group. Trauma of racial injustice has significant impact on mental health and COVID-19 similarly impacts these communities. WETA's Well Beings Youth Mental Health Project is demystifying and destigmatizing mental health by leveraging the broad public media network, digital and broadcast content, and storytelling with a strong focus on diversity, equity and inclusion. Come learn about how your station and your community can address this important issue.

**Key Takeaways:**

In this session, attendees will learn more about addressing and supporting youth mental health in their local communities and about WETA's Well Beings project and how they can get involved including:

\*Community Engagement activities and assets

\*Digital content and social media campaigns

\*Connecting with national and local mental health experts and organizations

\*Resources available for public media stations for digital and educational engagement

\*Access to tools and resources for educating themselves and their communities about mental health awareness, ending the stigma, and empowering change.

**Presenters:**

\*Miguel Estevez, PLMHP, PLADC – Therapist, The Friendship House Counseling Clinic

\*Amy Labenski, Sr. Director, National Impact & Engagement, WETA

\*Justin Rhodes, Sr. Director, National Digital Content, WETA

\*Shiyana Valentine, Education & Community Engagement Manager, WUCF

**Track:** Youth Voice

**Focus Area(s):** Engagement, Station Culture & Management

### **Expert Insight: Communicating With Families During Community Crises**

This virtual session brings public media together with experts in risk communications and early childhood development to present best practices in communicating with children and caregivers before, during and after a community crisis. WUCF will also introduce newly released research on Meet The Helpers, a public media initiative focused on emergency preparedness and response.

**Key Takeaways:**

- \*Attendees will learn from experts in the fields of risk/crisis communications and early childhood development.
- \*Attendees will be better prepared to respond in the event of a community crisis to support local families and educators.
- \*Attendees will understand how children perceive crises based on the results of new public media research.
- \*Attendees will leave with content and resources they can use and share to assist families in their communities with emergency preparedness and response.

**Presenters:**

- \*Catherine Hiles, Strategic Projects Coordinator, WUCF
- \*Dr. Judith Levin, Associate Lecturer and Program Coordinator, Early Childhood Development and Education, University of Central Florida
- \*Dr. Timothy Sellnow, Luminary Professor of Strategic Communication, University of Central Florida

**Track:** Early Learning

**Focus Area(s):** Content, Education, Engagement

**Journalism in Action: New Website on the History of Journalism by PBS NewsHour EXTRA**

The Journalism in Action website ([www.journalisminaction.org](http://www.journalisminaction.org)) by PBS NewsHour EXTRA allows students to learn about 10 key moments in U.S. history through a journalist's lens. In this interactive website, students analyze primary sources such as newspaper articles, videos and photography to determine what happened and how such culture-shifting events affected civic life. Participants will learn how to use the interactive Journalism In Action website and how the site compliments PBS educational programs used by stations across the country.

**Key Takeaways:**

- \*Participants will examine the role of a free press across different moments in United States history.
- \*Strengthen critical thinking skills by allowing students to interact with primary sources in a fun, engaging way.
- \*Participants will make their own judgments on how reporters covered key historic events by reading news articles, studying political cartoons and photographs and watch news segments curated from the databases of the Library of Congress.

**Track:** Teacher PD and Engagement

**Focus Area(s):** Content

**Measuring What Matters: Tracking Diversity in Our Work**

Taking an audience-first approach to creating media means centering the ideals of diversity, equity and inclusion. America's population grows more diverse every day and so too must the perspectives we share and the teams we build to create that work. Maribel Lopez, director of Rewire.org, and managing editor Marissa Blahnik, share the strategy and tactics they've put in place to move forward with intention and accountability around DE&I.

**Key Takeaways:**

Participants will walk away with tangible tactics to develop and implement a diversity, equity and inclusion audit and tracking strategy that can be adapted to suit their individual station/organization needs.

Actionable takeaways include but are not limited to:

- \*Crafting objective statement(s)
- \*Developing a DEI audit plan
- \*Data collecting process and analysis
- \*Setting data-informed SMART goal
- \*Tracking system development and implementation
- \*Accountability and reporting out
- \*Additional research and supplemental resources on best practices

**Presenters:**

\*Maribel Lopez, Managing Director, Rewire.org, Twin Cities PBS

\*Marissa Blahnik, Managing Editor, Rewire.org, Twin Cities PBS

**Track:** Station Culture & Management

**Focus Area(s):** Content, Station Culture & Management

## Conference Breakout Sessions

**Wednesday, January 27, 2021, 3:30pm to 4:30pm ET**

Access breakout session through the conference platform at <https://secured.societyhq.com/neta/2021/>

### **2020 Hindsight Project Case Study - Building a Pipeline for Diverse Content**

2020 Hindsight Project is a pilot, multi-platform public media content initiative and filmmaker support program for storytellers of color from around the American South working to chronicle the cultural shifts, community ingenuity, and pivotal conversations defining this moment in America. This session will bring the various partners: Southern public media stations, independent filmmakers and media arts organizations collaborating to fund, produce, mentor and distribute films by BIPOC makers connected to their local communities via the region-focused strand Reel South both online and on air. This Project connects key players in the public media space to create an ecosystem that nurtures and amplifies diverse independent producers and local stories to reflect a more authentic South.

**Key Takeaways:**

\*How can a strand, stations, media organizations that support independent producers partner throughout the process instead of simply at acquisition. This session demonstrates what is possible when collaboration starts by pooling resources: from soliciting proposals from makers through research & development, production, and distribution as part curator, nominator, advisor, and/or local liaison.

\*How do we nurture/ support independent producers and local stations with professional development opportunities for the cohort of makers and the station representatives through workshops, webinars and labs. There are also key learnings that can take place on both sides of the partnership, to create synergy.

\*How can we collaborate across public media stations, organizations and makers to promote and distribute the digital-first shorts through online public media spaces and other media outlets to engage a younger, more diverse audience that reflects the current demographics of the American South and the country.

**Track:** Content Production

**Focus Area(s):** Content

### **Best Practices From Move to Include & Becoming Hellen Keller**

Move to Include and the WNET 'Becoming Helen Keller' initiative aim to further understanding, engagement and first-person storytelling focused on the experiences of people with disabilities. In this presentation led by WXXI along with contributions from the station cohort project leads, we will review the tentpoles of the initiative, a detailed, tiered implementation plan that new stations can follow - and 'lessons learned' from the recent national expansion CPB grant experience. Stations will also learn from WNET about opportunities to engage with disability communities through the upcoming American Masters film, Becoming Helen Keller.

**Note:** This session will feature live captioning. ASL interpretation is available upon request, please email Amanda Granger ([granger@wnet.org](mailto:granger@wnet.org)) by EOD January 20, 2021 for this or any other accessibility requests.

#### **Key Takeaways:**

Participants will learn how the Move to Include initiative started at the local level - and now has been implemented on a national level. We will discuss how the pillars of this initiative and content focused production initiatives such Becoming Helen Keller can be implemented at new stations, regardless of the station size or resource capacity.

#### **Presenters:**

- \*Justin Beaupre, Director of Programming & Production, IPBS
- \*Amanda Granger, Director, Community Engagement, WNET
- \*Erin McCormack, Executive Producer and Project Lead, WXXI
- \*Amy Shumaker, Associate General Manager for Content, WGCU
- \*Ann Stavely, Community Engagement and Education Director, WGCU

**Track:** Program Engagement

**Focus Area(s):** Content, Engagement

### **Helping the Next Generation Find Their Voice Through Public Media**

Young people have limited audiences for their creative work, but when classrooms become a part of PBS NewsHour Student Reporting Labs (SRL), students learn how they can access diverse audiences never before within reach through public media. The results help educators motivate students, raise the bar for what quality work looks like, and transform individual students, schools and their communities. In this session, attendees will hear stories from teens who reconnected to public media through SRL, teachers who say the youth media program is an education game changer, and public media professionals who are meeting their community engagement goals with SRL.

#### **Key Takeaways:**

Participants will learn:

- \*How youth media programs can help stations engage younger audiences
- \*The value of building trust with teens and educators through media making and project-based learning
- \*Gain an understanding of the different levels of engagement they can consider with Student Reporting Labs and other ideas for creating youth media programming and professional development at stations.

**Track:** Youth Voice

**Focus Area(s):** Engagement, Education

## **What Comes After a Pandemic Response? How Two Stations Are Planning to Evolve Their Partnerships for Future Growth**

Beginning in March 2020, PBS member stations across the country engaged in something groundbreaking – a shift to radically respond to local educational needs and fully leverage the power of public media, our broadcast reach, our digital resources and media platforms. In this session, we'll hear from stations, including Arkansas PBS and PBS SoCal/KCET, who quickly and effectively responded to their diverse communities' needs, forging new partnerships to do so. We'll discuss how those partnerships came to be, how DEIA was at the center of their work, how they are assessing their performance and how they plan to continue to respond to local needs in the future. We'll then discuss their strategy to engage and leverage these new partners and relationships to grow, deepen and sustain their station's education work.

### **Key Takeaways:**

Participants will learn how to:

- \*Leverage current projects to build future ones
- \*Steward partners for continued support
- \*Weave DEIA in current and future projects
- \*Assess project success

### **Presenters:**

- \*Susie Grimm, Director, Early Learning, PBS SoCal/KCET
- \*Sajni Kumpuris, M.A., Director of Education, Arkansas PBS
- \*Sara Schapiro, Vice President, Education, PBS
- \*Alyssa Tsagong, Director of Education, PBS Wisconsin

**Track:** Partnerships

**Focus Area(s):** Engagement, Education

## **Conference Breakout Sessions**

**Thursday, January 28, 2021, 2:00pm to 3:00pm ET**

Access breakout session through the conference platform at <https://secured.societyhq.com/neta/2021/>

### **Building a Community-Centered Journalism Project**

What does it take to listen, really listen, to what your community is saying? Go beyond the generic plea to “send us your story ideas” and understand the steps that it takes for in-depth community listening and reporting. Austin PBS's Decibel editorial strategy underwent a radical shift away from livestreaming and host-driven content and transformed into a project driven by a purpose: to amplify the diverse and often underrepresented voices in Central Texas through in-depth storytelling and listening. Six months in, hear why the Decibel team decided to make this shift, how they build reporting around community engagement and outreach,, what is working so far and where the team continues to adjust.

### **Key Takeaways:**

Session attendees will understand how to build a journalism project that is mission driven and informed by a set of core values. The positive role of transparency and accountability in their journalism work. Methods for collecting feedback from communities, including challenges and benefits of working virtually. Developing an editorial content calendar around listening initiatives. The benefits and challenges of relying on community input and how this model is helping drive new funding opportunities.

### **Presenters:**

\*Samantha Guzman, Executive Editor, Decibel, Austin PBS

\*Joe Rocha, Videographer, Decibel, Austin PBS

\*Blair Waltman-Alexin, Videographer, Decibel, Austin PBS

**Track:** Content Production

**Focus Area(s):** Content, Engagement

### **Community Engagement Is Station-Wide: Teaching on Air, It Takes a Village**

In this presentation, participants will hear from key people involved in Teaching in Room 9 - Nine PBS's broadcast series of lessons taught by local educators. This session will focus on how community engagement spurred interdepartmental cooperation to execute this series in a timely manner when the community needed it most. Teaching in Room 9 began April 27, 2020 as a response to the call from our community to support our youngest and most vulnerable learners during the pandemic. Nine PBS will share our experiences and learnings from launching and continuing this Monday-Friday, mid-day education block featuring local teachers delivering content aligned to Missouri's Department of Elementary and Secondary Education.

#### **Key Takeaways:**

Community engagement is not limited to one department. When called on by the community to respond to the pandemic and bridge the digital divide for students in our region, departments across the station rose to the challenge. This session will show how community engagement efforts led Nine PBS to launch Teaching in Room 9 and has continued to guide the refinement of the series. Implementing our engagement efforts required departments throughout the station to respond to the call from our community and leverage our ongoing efforts.

#### **Presenters:**

\*Angie Carr, Vice President and Chief Impact Officer, Nine PBS

\*Andi Harpring, Director of Engagement and Learning, Nine PBS

\*Matt Huelskamp, Vice President and Chief Marketing Officer, Nine PBS

\*Mary Thayer, Associate Producer, Nine PBS

**Track:** Remote Learning

**Focus Area(s):** Education, Engagement

### **Guided Conversations: Moving Toward Authentic Diversity and Inclusion**

Diversity and inclusion is, arguably, the most important work a business can do right now to strengthen employee engagement and to ensure a cohesive, productive, and resilient workforce – whether working remotely or upon the return to the workplace. During this session, we will discuss how to examine unconscious bias that may exist in your workplace culture and review best practices to embrace commonalities and differences in order to move to organization forward.

#### **Key Takeaways:**

\*Diversity & Inclusion: What is it and what's the difference?

\*Unconscious Bias: What is it and how to recognize it?

\*Optimizing Diversity on Teams: What are the benefits and how can we overcome our biases?

\*Action Planning: What are the first steps towards inclusion?

#### **Presenters:**

\*Alina Muehlbauer, James Moore & Co., P.L.

\*Jane Lastinger, James Moore & Co., P.L.

**Track:** Station Culture & Management

**Focus Area(s):** Station Culture & Management

**Who Are PBS LearningMedia Users? Insights From PBS and GBH Research Studies.**

PBS and GBH embarked on several research projects during the past year to better understand users of PBS LearningMedia. These efforts included a nationally representative market survey of teachers, a qualitative user research study, a survey of new and existing newsletter subscribers, a data analytics audit, an analysis of PBS LearningMedia site visitors' behaviors and pathways, and classroom observations of students and teachers using PBS LearningMedia. Part of this research occurred prior to the COVID-19 predicated transition to remote learning for many teachers, thus providing an opportunity to also compare digital media use by teachers before and during the COVID-19 pandemic.

This session will provide an overview of the key findings from across our research efforts and provide insights on PBS LearningMedia users and digital media use by teachers broadly, including changes due to COVID-19.

**Key Takeaways:**

Participants will learn about qualitative and quantitative research findings on PBS LearningMedia users triangulated across multiple studies. Participants can use these insights in their own work promoting PBS LearningMedia among educators in their community, as well as gain a better understanding of Google Analytics data for current users. Presenters will also share information about external research partners, how to conduct various types of research, and how to collaborate on research opportunities.

**Presenters:**

\*Kate Barrett, Editorial Director, PBS LearningMedia, PBS Education

\*Kristen Lehner, Director, Secondary Education Content & Curriculum Strategy, PBS Education

\*Elizabeth Myers, Education Director of Research and Evaluation, GBH

**Track:** Audience Insights & Engagement

**Focus Area(s):** Education

## Conference Breakout Sessions

**Thursday, January 28, 2021, 3:30pm to 4:30pm ET**

Access breakout session through the conference platform at <https://secured.societyhq.com/neta/2021/>

**Community Driven Conversations & Public Media Partnerships**

WMHT will share our collaborative efforts with community partners and city officials around locally driven conversations concerning police reform, racial justice and community needs. We will present our Production, Digital, and Community Engagement strategies to lift and empower community voices and contributions. We will focus on collective project impact across multiple partnerships and channels. This workshop will offer strategies around embracing community priorities, content creation and development, building community and individual understanding and overall measurement of impact.

**Key Takeaways:**

Participants can expect to learn ways to create and apply a successful and creative Production, Digital and Engagement framework (around large and multi faceted topics) including:

\*Utilizing creative production approaches with COVID-19 protocols

\*Offering Public Media assets and resources to multisector collaborators

\*Reaching “tried and true” as well as “new to you” viewers through social media and websites and capturing persona data

\*Working with community partners to reframe and address a broad issue from multiple angles

**Presenters:**

\*Michelle Thivierge, Community Engagement & Education Producer, WMHT

\*Danielle Sanzone, Social Media Coordinator, WMHT

\*Nicole Van Slyke, Producer, WMHT

\*Shawn Young, Co-founder, All Of Us Community Action Group

**Track:** Partnerships

**Focus Area(s):** Content, Education, Engagement, Marketing & Communications

**I'll take PD for \$20.20. Edcamps, Zoom, Twitter Chats, Online Courses, and Webinars**

Question: How do we move to virtual? While many public media stations have offered PD for teachers for years, challenges created by the pandemic forced stations to adapt PD models to respond to the urgent needs of educators. Just like in Jeopardy, you provide the questions, and we provide the answers! Hear how stations transitioned to virtual Edcamps and utilized Twitter Chats, online courses, webinars, tutorials, and more to serve educators. Discuss ways to adapt and respond to the changing needs of teachers and students. Reflect on best practices, lessons learned, and share ideas about new models we should continue to utilize after the pandemic ends. Using best practices from Edcamp, plus help from a special Jeopardy session board, we will break into small groups to delve more deeply into logistics, determination of topics, marketing, measurement of outcomes and resources available to support virtual PD.

**Key Takeaways:**

\*Learn best practices for virtual professional development.

\*Gain skills in migrating face-to-face teacher PD to a virtual environment.

\*Brainstorm ideas for ways to increase participant engagement.

\*Learn about advantages of synchronous and asynchronous virtual PD delivery/formats.

\*Learn about new content being developed by stations for virtual delivery.

\*Generate ideas about ways to share station resources in virtual environments.

\*Hear National Edcamp survey feedback.

\*Consider advantages of virtual programs and what aspects might continue long after the pandemic restrictions end.

\*Come away with new ideas and resources to support virtual PD.

**Presenters:**

\*Tiffany Armstrong, Early Childhood Manager, APT

\*Kathy Heiman, Education Specialist, APT

\*Megan Kuensting, Manager, Educator & Community Engagement, PBS

\*Sara O'Keefe, Director of Educational Content, KET

\*Nikki Vrandenburg, Director of Education, Montana PBS

**Track:** Teacher PD and Engagement

**Focus Area(s):** Education

**No Internet, No Problem**

At-home learners without broadband access are at a severe disadvantage compared to their peers. Imagine the difference between consuming rich media and working from a paper packet – that is what millions of

children and their parents are facing today. There is a significant inequity for those learners who are not served by broadband or cannot afford it. DTV Datacasting using public television's powerful wireless signals can deliver the same educational materials that Internet users have access to – all with the unparalleled reach of the public television broadcast footprint. Files, messages, videos - anything that can be consumed over the Internet can be delivered over public television using datacasting.

Like the TV signals it rides on, datacasting is natively one-to-many, so it scales infinitely. Rural coverage is better than cellular and, unlike cellular, there is no monthly fee per user. Public television can help those learners that would otherwise be left behind.

**Key Takeaways:**

\*Public television can draw on its deep educational roots to help solve a massive remote learning problem that our entire country is facing. School districts are willing and passionate partners and recognize that education is part of public television's DNA.

\*Datacasting technology delivers computer data to students' Chromebooks, tablets and smartphones, just like the Internet does. Students can be targeted by grade, class and even individually. An inexpensive data receiver creates a Wi-Fi signal in the home.

\*Learn from the earliest pioneers in remote learning datacasting.

\*Learn how datacasting can support one-to-one education in a blended environment where some learners have broadband and others do not.

\*Be ready for the "return path" question in a broadcast network configuration.

\*Be ready for ATSC 3.0 - the latest 2nd generation receivers are actually ATSC 3.0 home gateways. This means that public television will be the first stations to deploy NextGen TV receivers.

**Presenters:**

\*Mark O'Brien, President, SpectraRep

\*Anthony Padgett, President & CEO, SCETV

\*Lonna Thompson, Executive Vice President, Chief Operating Officer and General Counsel, America's Public Television Stations (APTS)

**Track:** Remote Learning

**Focus Area(s):** Education

**Reimagining FCL: Strategies for Engaging Families in Virtual Spaces**

Public media's Ready To Learn initiative has traditionally engaged families and educators in hands-on learning through creative play in community settings, including childcare centers, libraries, and schools. In the wake of COVID-19, stations and their partners have adapted services to engage families over digital platforms for synchronous and asynchronous activities. Join staff from Georgia Public Broadcasting, Austin PBS, WFSU, and Alaska Public Media to learn about strategies and emerging practices in transitioning from in-person to virtual engagement with families and educators of children ages 2-8, especially those in under-resourced communities and neighborhoods. Station staff will share stories of success and how they have addressed challenges associated with moving to a virtual model of family engagement.

**Key Takeaways:**

\*Participants will be introduced to strategies and emerging practices in virtual family engagement.

\*Participants will see how local communities adapted resources designed for in-person engagement to work in virtual and other non-traditional implementation settings as a result of the COVID-19 pandemic.

\*Participants will discuss ways to work across community organizations and with families to design non-traditional engagement models that meet families where they are, regardless of access to internet/technology, income, or language.

**Presenters:**

\*Stephanie McFadden-Evans, Director Education and Engagement, Alaska Public Media

\*Miriam Mendoza, Project Director, Ready To Learn, Austin PBS

\*Dr. Kimberly Mobley, Early Childhood Education Manager, Georgia Public Broadcasting

\*Tasha Weinstein, Educational Engagement Manager, WFSU

**Track:** Early Learning

**Focus Area(s):** Education

## Bonus Breakout Sessions

### Pre-Recorded & Poster Sessions | Available On Demand

Access breakout session through the conference platform at <https://secured.societyhq.com/neta/2021/>

#### **Afro-Latino Travels with Kim Haas**

Travel plays a key role in dispelling myths and stereotypes, educating and uniting people. For more than 500 years, people of African descent (Afro-Latinos) have played a fundamental role in the founding, development and growth of Latin America. Their historical and cultural contributions are rich and profound.

Since we can't travel right now due to the global pandemic, in the first half hour of this interactive session, we will "travel" to Costa Rica. Kim will take participants behind the scenes of her travel show, "Afro-Latino Travels with Kim Haas." Attendees will meet the Afro-Costa Ricans who are shaping the literary and cultural heritage of the country.

Next, we travel virtually to Brazil and meet a group of young percussionists and their teacher. They will delight us with their charm, skills and share their passion for drumming and discuss the important role drumming plays in their lives. The young musicians will treat us to a performance that will invigorate and inspire us.

**Key Takeaways:**

As a result of participating in this session, participants will learn about Latin America's deep African roots, have a greater appreciation and increased awareness of their presence, their contributions and humanity.

The under-representation of Afro-Latinos and people of African descent in media is a global issue. In the case of Afro-Latinos, they represent 25% of the population in Latin America and 25% of the Latino population in the United States. However, despite those numbers and 5 centuries of contributions in Latin America, Afro-Latinos are under-represented and feel invisible, especially when discussing their presence in television.

**Presenters:**

\*Kim Haas, Executive Producer and Host, Haas Media LLC

**Track:** Program Engagement

**Focus Area(s):** Content

**Format:** Pre-Recorded Breakout Session

#### **At-Home Learning: Responding to Educational Needs During the Pandemic School Closures**

During the Covid-19 school and childcare closures beginning in March 2020, WGBH worked quickly with partners within and outside of the organization to provide a variety of AHL supports for students and

educators. In this session we will present the various programs we implemented, and talk about lessons learned. We'll also discuss how we plan to build off of this work in the future. Participants will see at least three "case studies" for supporting their educational communities during emergencies: 1) Working with the state department of education to launch and promote a broadcast schedule for AHL; 2) Creating a series of webinars to help educators get up to speed on using our various AHL offerings; 3) Creating a localized distance learning portal to provide educators and families with quick access to resources; 4) Working with the state office of early education and childcare to provide at home learning resources for littles in various formats, and with incentives to engage families.

**Key Takeaways:**

- \*Partnerships can extend reach and provide consulting support when undertaking various AHL initiatives.
- \*For some projects, consider a stepped approach where you get some supports distributed quickly to show responsiveness, and then work on others you can push out more gradually.
- \*Responding to the stated needs of partners and the community is critical. Bring them into the planning stage, and then adjust to their needs as the programs roll out.
- \*Engage educators to react to your proposed ideas.
- \*Re-purposing existing content and taking advantage of resources developed by PBS and by other stations who share their materials can expand offerings and improve responsiveness.
- \*Stations can scale their response to their capacity.

**Presenters:**

- \*Elizabeth Gardner, Senior Producer, GBH
- \*Mary Haggerty, Director of Media Engagement, GBH
- \*Carolyn Jacobs, Senior Manager, Training and Educator Engagement, GBH
- \*Pegeen Wright, Director of Digital Learning, GBH

**Track:** Remote Learning

**Focus Area(s):** Education

**Format:** Pre-Recorded Breakout Session

**Being a Lifeboat in a Sea of Virtual Events & Learning**

This past year has been a turbulent and torrential storm of challenges in redefining a new "normal" for working, developing programming, hosting training, and conducting events within public media. As a result of this, the PBS Station Services department readapted all in-person immersive learning professional development workshops and events into virtual experiences in which participants continued to excel and grow professionally and personally. This adaptation included: identifying best practices for online workshop engagement, selecting appropriate types of virtual trainings for specific topics, employing a useful and impactful event engagement platform, and transitioning in-person activities/sessions into meaningful virtual presentations, discussions, and networking components. The PBS Station Services department developed a lifeboat for public media professionals to rely on and utilize through today's vast sea of virtual engagement opportunities. Come learn how you and your organization can adapt in-person workshops and events utilizing this virtual immersive learning model and how you yourself can become a lifeboat in this vast virtual sea.

**Key Takeaways:**

- \*Identify the best practices for transitioning in-person events and trainings into virtual experiences that are still hands-on, developmental, and growth-inducing for the participant.
- \*Understand the immersive learning framework and the ways in which it can fit their needs in training and event development.

\*Know the opportunities PBS Station Services offers public media staff in professional development, training, and more for their own professional development and growth moving beyond the conference.

**Presenters:**

\*Danielle Iannelli, M.Ed., Senior Manager, Immersive Learning Programs, PBS Station Services

**Track:** Station Culture & Management

**Focus Area(s):** Station Culture & Management

**Format:** Pre-Recorded Breakout Session

**Civil Discourse With Public Media for Middle & High School**

If you've been on the internet lately, you might have noticed that media literacy and civil discourse are struggling to keep up with the news (and the memes). In this session, the Thinkalong team will demonstrate Thinkalong, its website and components; lead educators through a debate module; dive into best practices for curating news content for a middle school audience; and share future engagement opportunities around media literacy and civil discourse.

Thinkalong supports educators in teaching youth - primarily middle and high school aged learners - how to investigate trustworthy news sources, contemplate both what they mean and why/how they were made, and conduct a fact-based debate. We connect educators and youth to reliable information and help them to assess the media they absorb.

**Key Takeaways:**

Attendees will be able to identify and select relevant debate topics from a variety of subject areas, organize and implement a topic discussion or debate using evidence-based practices, and assess and embed high quality news media into secondary education programs.

Specifically for the public media audience, we will discuss how to curate journalism for a middle and high school audience.

**Presenters:**

\*Tricia George, Educational Director for Thinkalong, Connecticut Public

\*Alexis Safo-Agyeman, Training Outreach Specialist, Connecticut Public

**Track:** Youth Voice

**Focus Area(s):** Education

**Format:** Pre-Recorded Breakout Session

**COVID-19 Engagement Reimagined: Public Media and Libraries--A Perfect Match! A PBS Books, WETA, and GPB Story**

Learn how PBS Books has worked with local stations to reimagine engagement during a pandemic through the creation of collaborative programming, the convening of stations and libraries, and the development of resources - all with an eye to community needs. Find out how to get involved and leverage partnerships with local libraries. PBS Books fosters a diverse community of people engaged in unique literary experiences that spark curiosity, promote dialogue, and inspire learning. In 2019, it launched a Library Engagement Program, which now includes 1,700 libraries in 50 states. In March 2020, COVID-19 challenged traditional engagement models as most in-person programming came to an abrupt halt when libraries shut their doors and stations had to shift away from in-person events. Quickly, PBS Books spoke to its partners and identified an opportunity—libraries needed quality and trusted content for its community and PBS stations had content and produced events. A perfect match! Representatives from WETA and GPB will share their experiences.

**Key Takeaways:**

Participants can expect to learn about resources that are available to them and how they can be accessed. Participants will understand the goals and objectives of PBS Books and how they work with national production partners (like WETA) in their engagement work. Participants will also have an opportunity to explore what engagement looks like during COVID times with reduced staffing and how to leverage partnerships to maximize efficiency. Participants will have an opportunity to discuss expectations for engagement, what they value as success, and what they need from PBS Books and WETA. GPB will offer their perspective.

**Presenters:**

\*Emmalee Hackshaw, Director of Community Engagement, GPB

\*Chloe Kougias, Manager, National Station Engagement, WETA

\*Heather-Marie Montilla, Library Bureau Chief, PBS Books | DPTV

**Track:** Partnerships

**Focus Area(s):** Engagement

**Format:** Pre-Recorded Breakout Session

**Creating and Facilitating Hybrid PD: New Opportunities to Support Local Early Childhood Educators**

Panelists will share insights on the impact of implementing a sustained training experience as well as offer strategies for stations to bring hybrid training courses to their communities. In the session, we consider the rationale, development, implementation and results of a hybrid course framework to support the professional learning needs of early childhood educators, improve their knowledge of science inquiry and promote playful learning with media. Research on educator professional development finds that peer collaboration and active learning builds teacher efficacy and confidence (Darling-Hammond 2017). Studies also show that learning, implementing and practicing new content-focused teaching skills over an extended period leads to measurable student learning (Darling-Hammond 2017). As public media educators, we are uniquely able to provide effective early childhood-focused PD training that incorporates active learning with a science content emphasis using RTL educational media.

**Key Takeaways:**

Attendees will develop an understanding of implementing a multi-week, hybrid course with early childhood educators working in under-resourced communities. Through case studies and practical tips, panelists will share insights into how they used a collaborative approach to design, develop and facilitate the training using models of best practices and creating space for educators to learn, practice, implement and reflect on evidence-based strategies. Attendees will also learn about ways they can support early childhood educators and providers in their local communities with professional learning opportunities that support playful learning teaching strategies, effective technology integration, science content and media literacy using RTL educational media.

**Presenters:**

\*Holly Ackerman, Early Childhood Education Consultant, KET

\*Tami Mount, Professional Learning Consultant, PBS Education

\*Krista Respass, Managing Director, Early Childhood Education Projects, MPT

\*Amanda Wright, Director, Early Childhood Education, KET

**Track:** Teacher PD and Engagement

**Focus Area(s):** Education

**Format:** Pre-Recorded Breakout Session

## **Creating Successful Statewide Education Partnerships**

This session will focus on various local stations' strategies to develop and establish regional and statewide partnerships between local stations and state and county departments of education agencies. KQED and PBS SoCal will share how California Public Media Education Service began, starting with the At-Home Learning service and transitioned to a statewide service. Various stations will offer practical insights on how to leverage station and local partner support to launch a larger service effort. The session includes a presentation of a 3-year roadmap for a sustainable and impactful public media and education agency partnership.

We will then facilitate a discussion of the various approaches stations around the country are leveraging partnerships to provide support during a crisis. Topics explored will include, funding, navigating government bureaucracy, components of effective partnerships between stations.

### **Key Takeaways:**

- \*Participants will understand effective practices in creating and establishing partnerships between local stations and education organizations.
- \*Participants will learn how organizations can come together, address an issue, and create solutions to address and improve community-level issues.
- \*Participants will also learn how to quickly pivot to expand public media offerings to address the concern of educators leaders, teachers, and families to find viable solutions to address a statewide issue.
- \*Participants will also learn about marketing and communications efforts across both stations to expand awareness of the service and grow engagement.
- \*Participants can expect to walk away with concrete examples of how to launch a quick but effective statewide education service.

### **Presenters:**

- \*Tonya Crum, Senior Director, Education, KET
- \*Susie Grimm, Director, Early Learning, PBS SoCal
- \*Kierstan Schwab, Executive Director, Texas Public Broadcasting Association
- \*Almetria Vaba, Associate Director, Partnerships and Distribution, KQED

**Track:** Partnerships

**Focus Area(s):** Education

**Format:** Pre-Recorded Breakout Session

## **Early STEM Learning With PBS KIDS Elinor Wonders Why: A Guide to PD & Engagement for Stations**

Practical plan/resources for delivering a professional development/engagement program for early childhood caregivers/educators in your community. Multi-media STEM content is based on ELINOR WONDERS WHY, the new multiplatform PBS KIDS series funded by the U.S. Department of Education's Ready to Learn grant, which encourages children to follow their curiosity, ask questions and find answers using foundational practices of science inquiry and engineering design. Instructional strategies include observation, investigation, problem solving, and lessons about the environment and diversity/respecting others. Session covers all aspects of delivery, including logistics, collaboration, certification, promotion; and content, resources and facilitator guide for multi-session workshop series. Participants will leave with turn-key resources and insight to efficiently implement a high-quality local engagement model, adaptable for currently required virtual settings, and available in English/Spanish.

### **Key Takeaways:**

Participants will have a better understanding of Early Childhood Education (ECE) STEM learning goals and how ELINOR WONDERS WHY resources support caregivers/educators to cover foundational science/engineering

practices, core knowledge about life/earth sciences, and how ideas from nature connect to our human-designed world. Workshop series structured on best practices in ECE: Developmentally Appropriate Learning; Engaging Young Children in Meaningful Conversation; and Family/Home-School Engagement.

**Presenters:**

\*Mayra Monterroso, Coordinator of Family Literacy, Education Services Department, Rhode Island PBS

**Track:** Early Learning

**Focus Area(s):** Education

**Format:** Poster Breakout Session

**EduCast: Legacy Tech Builds a Bridge to Broadband**

Datacasting is a legacy technology that supports the one-way transmission of data over a terrestrial broadcast signal. Traditionally used for public safety, datacasting is now being used to deliver instructional content to students with broadband challenges. Public media stations in South Carolina and Pennsylvania are a part of the group pioneering this concept. This session will discuss the pilot projects while facilitating conversations around access, equity, and decreasing the digital divide.

**Key Takeaways:**

\*Attendees will leave with an understanding of datacasting technology and how it is being used to support education

\*Attendees will consider datacasting as a feasible resource for supporting students and families in their communities.

\*Attendees will understand public media's role in supporting education as well as the System's role in decreasing the digital divide.

**Presenters:**

\*Salandra Bowman, Director of Training and Research, SCETV

\*Teresa Brown, Superintendent, Jennings County School District, Indiana

\*Tonya Crum, Director of Education, KET

\*Stacey Fitzsimmons, SNF Writing Solutions

\*Dr. Stephanie Frazier, Vice President of Education, SCETV

\*Cari Kozicki, Vice President of Project Management, Lehigh Valley Public Media (LVPM)

\*Brian Spellman, Education Consultant, KET

**Track:** Remote Learning

**Focus Area(s):** Education

**Format:** Pre-Recorded Breakout Session

**Engaging the Next Generation: Gen Z, Above the Noise, and Social Media**

KQED received a grant from CPB to develop a direct-to-youth engagement strategy for the award-winning Above the Noise video series. Previously, we focused on marketing the series to teachers as the way to reach tweens and teens. Now, we are pivoting our strategy to open up new marketing channels to directly reach young people as our core audience, while maintaining our channels to teachers. In this session, we'll share market research from the Gen Z-led consulting group contracted by KQED and share our work in-progress on the new brand, content, and social media engagement strategies across multiple platforms--from Instagram to Twitter, YouTube to TikTok.

**Key Takeaways:**

Participants will gain insights into the Gen Z audience and be able to use the case study of KQED's Above the Noise brand, content, platform, and marketing strategies to inform decisions at their own stations.

**Presenters:**

\*Liana Holmberg, Director of Marketing, Education, KQED

\*Annelise Wunderlich, Executive Producer, Above the Noise, KQED

**Track:** Audience Insights & Engagement

**Focus Area(s):** Marketing & Communications, Content

**Format:** Pre-Recorded Breakout Session

**Iowa Science Phenomena: Curating User-Generated, Locally Relevant K-12 Science Resources**

With the launch of the Next Generation Science Standards, teacher and student needs for authentic, locally relevant, and standards-aligned resources became more critical than ever. In 2018, Iowa PBS responded with the creation of the Iowa Science Phenomena website. With the ability to convene and build community-teacher partnerships the way only public media can, Iowa PBS launched and continues to grow this free, user-generated, online resource for classroom teachers. During this session Iowa PBS Education staff will share our experiences and recommendations for the design of equitable resources; strategies for amplifying student and teacher voice; building school/community partnerships; workflows moderating and scaling user-generated content.

**Key Takeaways:**

Participants will learn:

\*How NGSS alignment depends on locally-relevant, authentic phenomena to anchor K-12 science instruction

\*How public media is uniquely positioned to convene education and community partners in order to curate locally relevant phenomena for classroom teachers

\*Strategies for the design of equitable science resources

\*Strategies for amplifying student and teacher voice

\*Strategies to build local partnership with educators, statewide education agencies, outdoor/informal educators, and community partners

\*Workflows for vetting, moderating and scaling user-generated content

**Presenters:**

\*Tiffany Morgan, Instructional Media Coordinator, Iowa PBS

**Track:** Teacher PD and Engagement

**Focus Area(s):** Content, Education, Engagement

**Format:** Poster Breakout Session

**Launching New Educational Platforms in a Pandemic: Three States, Three Different Models for Supporting Education Statewide**

While many PBS stations added content supporting K-12 education since the pandemic began and engaged in heroic efforts to produce content with their local school systems, at least three stations launched statewide initiatives with the goal of serving all students struggling with remote learning. In October, Mississippi Public Broadcasting launched MPB Classroom TV. Also in the fall, Michigan's Public Television stations, led by Detroit Public Television, secured state funding and recently launched the Michigan Learning Channel. Meanwhile, the stations in Pennsylvania are working to launch a datacasting project. In this panel, each of these initiatives will discuss differences in their business plans, how they are organized, and what other stations can learn from their efforts.

**Key Takeaways:**

- \*To explore three different initiatives launched during the pandemic to serve schools, teachers, parents and students statewide
- \*To share lessons learned along the way, challenges, obstacles, and other information valuable s for stations considering a deeper investment in long-term educational support
- \*Explore tactics for building audiences and measuring the impact of the services
- \*To share visions for sustaining these services post-pandemic
- \*To discuss the need for more content sharing and standard practices among stations to “share the load” of development

**Presenters:**

- \*Gillian Gainsley, Program Director, Michigan Learning Channel
- \*Georgeann Herbert, Senior Vice President, Strategy, Detroit Public Television
- \*Cari Kozicki, Vice President, Pennsylvania PBS and Vice President, Project Management, LeHigh Valley Public Media
- \*Tara Wren, Director of Education, Mississippi Public Broadcasting

**Track:** Remote Learning

**Focus Area(s):** Education, Engagement

**Format:** Pre-Recorded Breakout Session

**Let's Learn and Camp TV: Two Broadcast Series for Young Learners**

In response to COVID-19 school closures, WNET quickly mobilized to produce two broadcast series for children. *Let's Learn* was developed in partnership with the NYC Department of Education to supplement remote learning for children ages 3 to 8. In each episode, viewers engage in fun learning activities focusing on literacy, math, science, social studies, the arts, and more. In July we premiered *Camp TV*, a summer broadcast series for kids ages 5-10 that blends day camp and learning into one hour of playful fun. Hosted by head counselor Zachary Noah Piser ( of Broadway's "Wicked," Dear Evan Hansen"), *Camp TV* features content from the nation's best educational and cultural organizations. These two series offer stations powerful tools in providing equitable access to educational enrichment opportunities. 130 1-hr episodes of *Let's Learn* are available to stations through NETA. WNET is finalizing plans for a second season of *Camp TV*, which includes national distribution of 20 1-hr episodes.

**Key Takeaways:**

Participants will:

- \*Learn about pandemic production strategies and partnerships
- \*See program excerpts
- \*Hear about the series' impact
- \*Find out how stations can broadcast the series.

**Presenters:**

- \*Norah Jones, Educational Content Producer, WNET
- \*Andrew Fletcher, Senior Executive Director, Early Literacy, NYC Department of Education
- \*Melinda Toporoff, Series Producer and Writer, Camp TV, WNET

**Track:** Remote Learning

**Focus Area(s):** Content, Education

**Format:** Pre-Recorded Breakout Session

**Leveraging Youth Media Challenges to Elevate Student Voices**

In this session, explore program opportunities for leveraging youth voice, youth media creation, and the distribution of media created by youth to engage new and younger audiences. Learn about a new slate of

Youth Media Challenges. Also, explore the value of elevating youth voices for general audiences through interstitials offered by KQED and distributed by NETA. The session will include an overview of Youth Media Challenges, distribution opportunities through NETA and a look at how PBS Wisconsin has supported the elevation and distribution of youth voice. Participants will dive into a discussion exploring what their respective stations need to effectively bring student media submissions from Youth Media Challenges to their communities.

**Key Takeaways:**

Learn about program opportunities for youth media distribution. Get strategies for engaging youth within your communities in media creation for distribution. Walk away with tools for distributing youth-created media.

**Presenters:**

\*Almetria Vaba, Associate Director, Partnerships and Distribution, KQED

\*Jessie Dixon, Education Engagement Specialist, PBS Wisconsin

**Track:** Youth Voice

**Focus Area(s):** Education, Content

**Format:** Poster Breakout Session

**NETA Programming | Education & Remote Learning**

Station and independent producers introduce the programs they have produced that can support classroom or remote learning.

**Presenters:**

TBA

**Track:** Programming

**Focus Area(s):** Content, Education

**Format:** Pre-Recorded Breakout Session

**NETA Programming | Health & Mental Health**

Station and independent producers discuss and introduce their documentaries that address health and mental health.

**Presenters:**

TBA

**Track:** Programming

**Focus Area(s):** Content

**Format:** Pre-Recorded Breakout Session

**NETA Programming | Women's History Month**

Station and independent producers discuss and introduce their documentaries that address extraordinary women. Perfect for scheduling and highlighting during Women's History Month (March).

**Presenters:**

TBA

**Track:** Programming

**Focus Area(s):** Content

**Format:** Pre-Recorded Breakout Session

### **Showing Impact: Challenges and Opportunities of Evaluating Complex Education Programs**

Assessing the impact of station education programs, especially those evolving over time, presents many challenges and opportunities. In this session, we will present key insights and lessons learned from Rockman et al's evaluation of PBS Education's Teacher Community Program (TCP), a 4 year initiative involving five affiliate stations and a wide variety of programs for rural educators. How can you define impact that's measurable and actionable while also allowing programs room to grow and change? How can evaluators build trust with station staff and the educators they serve? How can evaluation plans be modified when project goals shift or the external environment changes (e.g. Covid)? How can stations embed evaluation that is sustainable and equitable? Lessons from TCP can be used to encourage strategic reflection on the role of public media in education to guide evaluation of specific interventions, and to demonstrate to funders the importance and complexity of the evaluation process.

#### **Key Takeaways:**

Participants will come away with a set of tools and strategies for conducting evaluation to assess the impact of station initiated classroom based professional development programs for educators. Participants will also learn strategies for engaging local educators, community stakeholders and station staff in the evaluation process. Station leadership will gain an understanding of how assessment of education programs can inform internal station capacity building, strategic planning, and help raise awareness of public media offerings with schools as well as amongst key education, funding and government organizations. Stations can apply these strategies across diverse education environments that are experiencing dramatic changes in how instruction is delivered, and how technology tools and programs are being deployed to support remote learning and improve teacher practice (including implementation of Student Reporting Labs and Digital Media Certification).

#### **Presenters:**

\*Scott Burg, Senior Research Principal, Rockman et al

\*Claire Quimby, Research Associate, Rockman et al

**Track:** Teacher PD and Engagement

**Focus Area(s)** Education

**Format:** Pre-Recorded Breakout Session

### **Speaking Grief: Overcoming Social Distancing to Offer Meaningful Outreach & Engagement**

Speaking Grief, a multiplatform initiative produced by WPSU, was launched during the height of the COVID-19 shutdown. This forced us to reevaluate our outreach strategy and expand our definition of community, which ultimately led to greater impact. For example, we originally planned a local premiere screening with an anticipated audience of 200-300 people. Instead, we hosted a Facebook Live event and made the documentary film and recorded expert panel Q&A available for two weeks. The live event had 13,900 views, with more than 56,000 total views and 24,000 engagements over the two-week period.

This session will explore how we were able to not only achieve – but surpass – our goals despite challenges related to the pandemic. We will describe how we adapted our outreach and engagement strategy, discuss the importance of relationship-building and collaboration with both internal and external partners, and discuss the broader implications for how we will engage audiences in the future.

#### **Key Takeaways:**

\*How to effectively and efficiently recruit audiences to virtual events.

\*How to structure virtual events that allow for meaningful interaction.

\*The need to be intentional when creating inclusive content and how that intentionality can help activate new audiences.

- \*The importance of building relationships and fostering a spirit of collaboration (with both internal units and external collaborators).
- \*The value of treating social media as its own content channel rather than a tool for promoting content on traditional platforms like TV and radio.
- \*How flexibility in team roles can enhance content and expand impact.
- \*The need to examine how we define our community/audience, especially in the era of COVID-19 and beyond.

**Presenters:**

- \*Kristin Bittner, Instructional Designer, WPSU Penn State
- \*Cassie Marsh-Caldwell, Project Manager, WPSU Penn State
- \*Lindsey Whissel Fenton, Senior Producer, WPSU Penn State

**Track:** Program Engagement

**Focus Area(s):** Education, Engagement, Content

**Format:** Pre-Recorded Breakout Session

**Stop, Collaborate, and Listen! Small Education Stations Can Do BIG Things TOGETHER!**

Just because your education team is small doesn't mean you can't do BIG things for educators in your community! Learn how two small, rural, stations frequently collaborate to increase their capacity to provide highly engaging programs for their local educators. Come to this session to learn about tools, projects and strategies that prove that public media educators are better together!

**Key Takeaways:**

Participants will learn about the advantages to station collaborations, the tools that make it possible and stories of impact from educators who have benefited from the collaboration.

**Presenters:**

- \*Nikki Vradenburg, Director of Education, Montana PBS
- \*Kari Wardle, Education Manager, Idaho Public Television

**Track:** Teacher PD and Engagement

**Focus Area(s):** Education

**Format:** Pre-Recorded Breakout Session

**Strengthening Community Partnerships in a Pandemic**

Building and maintaining partner relationships during a pandemic is new and uncharted territory. However, community organizations, educators, families and schools need Public Media resources and educational supports now more than ever. This session will highlight key strategies to maintain and increase partner engagements by effectively developing internal and external collaborative communication promoting station supports and resources.

**Key Takeaways:**

Participants will learn how to:

- \*Define Partnership Value
- \*Prioritize Community Needs
- \*Establish & Strengthen Relationships
- \*Adapt Programming for Multi-Platform Delivery
- \*Elevate Engagement Strategies
- \*Evaluate Bias & Inclusion

**Presenters:**

\*Robin Pizzo, Director of Education, WKAR

\*Wendy Boyce, Co-coordinator, Ingham Great Start Collaborative

\*Sondos Al-Hachim, Ph.D., Engaging Families in Early Literacy Coordinator, Greater Lansing Islamic Center

**Track:** Partnerships

**Focus Area(s):** Education

**Format:** Pre-Recorded Breakout Session

### **The Race to Solve Suicide: Empowering Stations to Produce, Engage, and Connect**

TPT announces The Race to Solve Suicide (RSS), a nationwide public media initiative seeking to foster understanding and dialogue around this urgent issue, and increase access to life-saving resources.

RSS's 90-minute documentary is slated for PBS primetime broadcast in 2022. The project's engagement/impact campaign will be fueled by collaboration with public media colleagues nationwide, who are deeply knowledgeable about the strengths and challenges faced by their communities, including BIPOC, youth, senior citizens, rural residents, LGBTQ+ and intersectional combinations.

TPT will share an opportunity for stations to receive \$15-30K grants which empower them to locally activate the RSS project through journalism, media production and community engagement. TPT will explain the project writ large and the RFP/grant application process, and will solicit participants' feedback about their communities' experience with suicide. This insight will enrich the RFP, distributed in early 2021.

#### **Key Takeaways:**

The project goals are to demystify and destigmatize suicide and to provide preventive resources. As such, participants will first learn about the issue of suicide, including how it manifests across diverse communities. TPT will share the latest research from the field of suicidology, and discuss the efforts of our three national partners, National Action Alliance for Suicide Prevention, the American Foundation for Suicide Prevention and the Jed Foundation.

Participants will also learn about RSS's professional development workshops around suicide prevention and reporting/communication guidelines, and explore specialized impact tracking tools designed to track and evaluate local engagement campaigns. TPT will present a toolkit of media assets and editorial content that will help all public media professionals provide communities with help and hope. Finally, TPT team will learn from participants how to enrich the RFP to best support stations and leverage their existing expertise.

#### **Presenters:**

\*Kristin Pederson, Engagement Director, RSS, TPT - Twin Cities PBS

**Track:** Program Engagement

**Focus Area(s):** Content, Engagement

**Format:** Pre-Recorded Breakout Session

### **VA TV Classroom Ventures**

Are you interested in creating, broadcasting, and distributing teacher-led content on a variety of platforms?

Then this session is for you! Discover how WHRO worked remotely to produce multiple K-12 instructional television shows and to share them with the other Public Media Stations and school divisions across Virginia to provide equity and access to high-quality instruction. You will walk away with lessons learned, processes, potential collaborations, and ideas for replicating this work in your setting.

#### **Key Takeaways:**

Participants can expect to learn about processes and procedures, pitfalls to avoid, potential collaborations, and plans to implement similar work. WHRO will share proven methods for working across multiple

departments in a station and collaborating with other agencies like state-level Departments of Education and other Public Media Stations. Participants will also hear from teachers and consumers of the content to learn how the program continues to be used after broadcast dates.

**Presenters:**

\*Mitzi Fehl-Seward, Vice President of Digital Learning, WHRO

\*Jeff Fine, Broadcast and Digital Media Officer, WHRO

\*Elmer Seward, Vice President of Education Services, WHRO

**Track:** Remote Learning

**Focus Area(s):** Content, Education

**Format:** Pre-Recorded Breakout Session

**What We Learned About Learning During COVID: Adapting Education Efforts to Meet Challenging Learning**

As schools across the country started to shut down in March of 2020 due to the pandemic, Student Reporting Labs (SRL) pivoted to meet the unprecedented moment facing teachers and students by moving to mobile journalism, regular, network-wide listening sessions and broadband needs assessments. In this session, hear how—through SRL’s curriculum—teachers were able to meet the moment and work with students in real-time to document how the pandemic affected learning in their community, and share their stories through public media. This 30-minute breakout will feature conversations with teachers, students, and station education leaders on what 2020 taught us about how public media can be effective learning partners in challenging times. Attendees will also hear best practices for how stations can engage in youth media with SRL’s lesson plans, projects, and resources.

**Key Takeaways:**

Station education leaders will learn how to:

\*Innovate and adapt education strategies during national and local crises;

\*Use media-making to help students grapple with current events;

\*Deploy SRL resources with middle and high school students in their communities.

**Presenters:**

\*Elis Estrada, Senior Director, PBS NewsHour Student Reporting Labs

\*Briget Ganske, Youth Media Producer, PBS NewsHour Student Reporting Labs

\*Michael Kaufman, Connected Educator, PBS NewsHour Student Reporting Labs

\*Ed Moore, VP of Content, Detroit Public Television

\*Zosette Guir, Managing Producer, One Detroit, Detroit Public Television

\*Elliot Corbin, Student, F.V. Pankow Center

**Track:** Remote Learning

**Focus Area(s):** Education

**Format:** Pre-Recorded Breakout Session